

## **Historic, Archive Document**

**Do not assume content reflects current  
scientific knowledge, policies, or practices.**

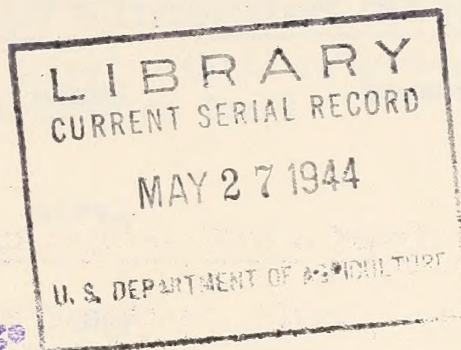




July 16, 1943

PRODUCTION GOALS CAMPAIGNSubjectAssignedStatusRADIOFarm Flashes:

Small Farmers' Trench Silo  
 Chick-Raising Farm Boys  
 Now Call for Beeswax  
 Beeswax Salvage  
 Beeswax Salvage Progress  
 Need for Sweetpotato Storage  
 Storing Sweetpotatoes  
 Remodeling Sweetpotato Storage  
 Harvesting Peanuts  
 Wartime Poultry Rations  
 Care in Picking Cotton  
 Care in Handling Cotton  
 Care in Ginning Cotton  
 Saving in Stock Health  
 Big Acreage in Field Crops  
 Teeth in Tobacco Act  
 Six-Month Egg Record



Fox, FSA	In clearance
" "	"
Reynolds, OI	"
"	"
"	"
"	"
"	"
"	In preparation
"	"
"	"
Molohon, FDA	"
"	"
"	"
Burch, ARA	Cleared
Herndon, OI	"
Molohon	"
Herndon, OI	"

PA and INS

One Motor for Seven Jobs  
 Farm Family in War  
 Farm for Freedom  
 Liberty Boys of '43

Hartogensis, REA	Cleared
Spence, AAA	"
Fox, FSA	"
Herndon	"

Network Broadcasts (other than regular Farm & Home)

Special Saturday Farm and Home Broadcast, Blue,  
 July 17 -- "Quality Cream Program)  
 O. E. Reed, Dairy Industry  
 Paul Porter, WFA  
 T. E. Stitts, FDA

Reed	Done
Salisbury	In preparation
Molohon	In preparation

FEATURES

Illustrated article on food waste for WNU.

Mrs. Beckman	Mailed
--------------	--------

Material and 28 photographs on food production,  
 etc. for Hohn Deere Company booklet.

Mrs. Beckman	Mailed
--------------	--------

Illustrated article on "Food Begins With the  
 Farmer" for WNU.

Mrs. Beckman	In preparation
--------------	----------------



Subject	Assigned	Status
Illustrated article on "fighting farmers" for TRAILWAYS Magazine.	Mrs. Beckman	In preparation

OVERALL FOOD CAMPAIGN

Detailed timetable being prepared.

FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

Gasoline rations for deliveries to consumers	Lewis	Ready for Distribution
Background piece on conservation of agricultural bags	Lewis	"
Background piece on program to supply "hard-to-get" items	WPB	Distributed
National press release, local release and background piece on copper wire distribution program	Lewis	Ready for Distribution
Temporary distribution program on farm machinery	Lewis	In clearance
<u>Fact sheets:</u>		
Use of gasoline rations for vacation travel	OPA	Completed
Endorsement of gasoline coupons	OPA	Being written
Preference on gasoline for non-highway farm uses extended to all states	PAW	Completed
Explanation of farmer's status in obtaining gasoline for non-highway farm use outside shortage area	PAW	Completed



Subject	Assigned	Status
<u>RATIONING AND PRICE CAMPAIGN</u>		
(See Campaigns Report No. 13 for pending materials. New materials listed below.)		
<u>RADIO</u>		
"Slaughtering Livestock for Sale of Meat" - second in series of skeleton scripts to be prepared as field information aids. (Slaughter permit rules.)	Millson FDA	In clearance
"Ration Rules for Farm Meat Sales" - third in series of skeleton scripts to be prepared as field information aids.	Millson FDA	In clearance
Radio Round-Up on Food "A Reminder About Rationing"	Cohan	Sent to field
<u>PUBLICATIONS</u>		
Fact Sheets		
No. 19 - Price Stabilisation for Meals on Trains	OPA	Completed.
20 - Stove Rationing Program		
21 - Use of A Gasoline Rations for Vacation Travel		
22 - Shoe Rationing		
23 - Store Groups I, II, III, and IV		
24 - What to do When the Selling Price is Higher than the Ceiling Price		
Information handbook on stove rationing program.	OPA	In production
Farmer Instruction Leaflet - "What Every Farmer Needs to Know about Rationing" - First draft and layout completed....to be worked over at USDA.	OPA	In clearance
<u>NUTRITION AND FOOD CONSERVATION CAMPAIGN</u>		
Dope on food waste and on soya flour to HOUSE AND GARDEN.	Nichols	Completed
Allocations figures with emphasis on enough for good health to LADIES HOME JOURNAL	Nichols	Completed
Figures on women workers eating less well than men for lunch box piece for GOOD HOUSEKEEPING	Nichols	Completed
Column on food pointers, written from supply, nutrition and waste angles for war bulletin of August WOMAN'S DAY.	Van Horn	Completed
Material on measures to assure an adequate baby food supply to THIS WEEK for August piece	Nichols	Completed



Subject	Assigned	Status
Similar material on baby food for McCALL'S September Washington letter. Also plug for sweetpotatoes	Nichols	Completed
Disney posters to promote better eating among workers to New York Times and three picture services	Smith	Finished
Prints of posters also to MILL AND FACTORY and Tips for industrial plant managers	Perry	Finished
Nutrition notes for various OWI services	Fairfield	Finished
<u>Farm and Home Hour:</u>		
"Summer Care of Food"	Van Deman	July 12
<u>Homemakers' Chats:</u>		
Hot Weather Food Q & A	Wharton, OI	In clearance
Potatoes -- Feast or Famine	Martin, FDA	Cleared
Hot Weather Food Q & A	Wharton, OI	Cleared
Starving Garbage Pail	Fox, FSA	Cleared
<u>PA and INS:</u>		
New Potato Problem	Cohan, FDA	Cleared
Food for War Vigor	Herndon, OI	Cleared
<u>Network Broadcasts:</u>		
July 24, CBS		
Servel, Inc. "Fashions in Rations"	Molohon	In preparation
"In Plant Feeding of Industrial Workers"		
by Dr. Goodhart, FDA		

FARM LABOR CAMPAIGN

PRESS

Release on results of U. S. Crop Corps Recruitment Campaign	Hancock	In clearance
---	---------	--------------

RADIO

Farm Flashes:

Training Victory Volunteers	Reynolds, OI	In clearance
Insurance for Summer Help	"	"
Victory Farm Volunteers	"	"
Reorganization for Labor Saving	"	"

PA and INS:

Food through Machine Sharing	Fox, FSA	"
------------------------------	----------	---



Subject

Assigned

Status

Volunteers for Crop Rescue  
This is Official - question and answer  
program. One Q & A.  
Farm & Home Hour, July 18, WLA workers  
in Maryland Camp  
WLA broadcast from Boston, July 23  
Mutual Network, WLA in Iowa

Herndon, OI In preparation  
Hancock Completed  
Bailey & Hancock In clearance  
Bailey "  
Bailey In preparation

FOOD INFORMATION SERIES, LEAFLETS, ETC.

Summary of BAE study on Manpower for war work  
Do you need Additional Farm Help?  
Victory Farm Volunteers  
Womens Land Army of U.S. Crop Corps  
Needs Workers -- AWI series  
Discussion Guide on Farm Labor  
BAE-EXT. Flier (Farm Community Effort)  
Farm Labor News Letter  
August Farm Labor Jobs  
How States are Meeting the Farm Labor Problem

Bryan In preparation  
Meyer At printers  
Prutchey At printers  
Bailey At printers  
Benton At printers  
Johnson In preparation  
Hancock In preparation  
Hancock In preparation  
Hancock In clearance

FEATURES

General Statement reporting progress of U. S. Crop  
Corps

Hancock In preparation

VISUAL

Window Display - These are the Weapons  
Volunteer Land Corps Film  
Poster, Help Harvest  
Poster, WLA Recruiting  
Poster, Those Overalls are Your Uniform  
Slidefilm, training groups of workers

Bennett-Baldwin In preparation  
Bennett In preparation  
Bill At printers  
Sill At printers  
Poole At printers  
Bennett-Vaughan In preparation

MAGAZINES

Article for October issue OUTDOORS  
Article for WAR DAD'S MAGAZINE

Hancock Completed  
Hancock In preparation

FIELD TRIPS

Plans being made to visit all States  
talk over local labor and other in-  
formation programs.

Schlup In preparation

ANTI-BLACK MARKETS CAMPAIGN

FOR SECRETARY'S ANNUAL REPORT

Summary of Black Market problem and actions taken

Rowell, FDA In clearance

LEAFLET

"The Farmer Grades His Meat", a practical handbook,  
with pictures -- for distribution to farmers.

Briggs, FDA In clearance



<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>RADIO</u>		
"What's Your Idea" will carry a broadcast on the Civilian Meat Picture - over Mutual Network, July 15, 11:50 - 12:00 EWT	Dick Roberts, FDA	In preparation
"Radio Roundup on Food," July 10 will mention Food Distribution Order #61 which establishes new designation "commercial slaughterer" which will be used in referring to those slaughtering over 2 million pounds per year.	Cohan, FDA	In preparation